

GRAPHIC IDENTITY AND STYLE STANDARDS

Update: April 2006

Table of Contents:

- INTRODUCTION 2
- COLLEGE SEAL AND USE 3
- OFFICIAL COLLEGE COLORS AND ACCEPTABLE COMBINATIONS..... 3
 - Primary Identity Color 3
 - Secondary Identity Color..... 3
- WASHINGTON STATE LOGO 4
- LOGO ORIENTATIONS 5
- INCORRECT USES OF THE LOGO 5
- LOGO CLEAR ZONE 6
- COLOR VARIATIONS 6
- BACKGROUND COLORS AND IMAGES 7
- FONTS..... 7
- LOGO MINIMUM AND MAXIMUM SIZE 7
 - Print items and merchandise minimum size 7
 - Maximum size 8
- LOCATION AND PLACEMENT OF THE LOGO 8
 - Stationary System: 8
 - Letterhead: 8
 - Letterhead Content Style:..... 8
 - Envelopes:..... 9
 - Business Cards: 9
 - Note cards and other stationary items: 9
 - Fax cover sheets: 10
 - Forms: 10
 - Certificates:..... 10
 - Publications: 10
 - Other Documents: 11
 - Merchandise:..... 11
 - College address and text blocks 12
 - College Web address and phone number 12
- APPROVAL PROCESS FOR GRAPHIC IDENTITY ITEMS 13
- STATEMENTS TO BE INCLUDED IN PUBLICATIONS 14
 - Statement of nondiscrimination..... 14
 - Board of Trustees..... 14
- USE OF THE LOGO ON WEB PAGES..... 15
 - Required Disclaimers 15
- MARKETING AND PUBLICATIONS STYLEBOOK 17

INTRODUCTION

Graphic identity standards were established for Washington State Community College in 1990 with the introduction of the current logo. Now, as then, the standards are used to help assure a consistent image to all who see the logo. This image should represent quality, accessibility and affordability in education and identify Washington State at a glance.

Like the evergreen depicted by the logo, an image must be tended in order to remain healthy and relevant to current circumstances. After 15 years, it is time to update the identity system standards that protect and enhance Washington State's presentation.

In addition to following standards in the way we use graphic representation, the consistent use of the style with which we communicate verbally is an important element of presenting a united image and clear, consistent messages. This document contains two sections: graphic standards and publication style standards.

This document lists guidelines that will direct you through many questions that may arise in these two areas. The director of marketing and communication is responsible for the content and application of the standards. Instances that are not specifically covered in the guidelines should be referred to that office for direction and decision. When in doubt, ask!

May 2006

COLLEGE SEAL AND USE

The Washington State Community College seal will be used to authenticate the highest official College documents (e.g., diplomas and legal documents). It may be used on other materials only at the discretion of the president and the Board of Trustees.



OFFICIAL COLLEGE COLORS AND ACCEPTABLE COMBINATIONS

Primary Identity Color

The primary color for the Washington State identity is green.

Washington State Green
Solid Pantone® 334C
Or Pantone 335U

Process Formula: C=100, M=0, Y=65, K=9
RGB Formula: R=0, G=123, B=99
Hex Value: #009966

Refer to a
PANTONE® color
publication for the
accurate color,
available in
marketing office.

Secondary Identity Color

In addition to the primary color, black is used as a complementary color.

Either black or white may be used as a substitute for either of the official colors.

It is preferable to use one of the approved colors; however, if none is available, contact the office of marketing and communication for direction in color choice.

WASHINGTON STATE LOGO

The Washington State logo—the evergreen symbol combined with the stylized words Washington State Community College—is the keystone of Washington State’s identity and .

Using this logo consistently enhances the institution’s recognition. The logo should be **used on all College communications** intended for off-campus audiences and for internal communications that will be used interdepartmentally, including but not limited to:

- correspondence,
- publications,
- signage,
- advertising,
- merchandise
- other marketing and public relations materials.

The exception is for documents of official business, graduation diplomas, and other documents at the discretion of the president, all of which shall use the college seal. Only the official college logo can be used, and it must be used in its entirety and without distortion.

The logo includes both the evergreen symbol and the name of the college in the typeface listed in these standards, used in specific colors. The two elements are inseparable and unalterable. No additional elements may be added and **the evergreen symbol should never be used on its own.**



Altering the logo in any way is prohibited, for example DO NOT:

- Eliminate the words Community College
- Rearrange the logo mark or logotype
- Add a shadow or distort the logo
- Recreate the logo with changed spacing between letters or between the logo mark and logotype
- Use in colors other than those approved

It is important to start with a clean, crisp image so that the logo will look right on the final project. DO NOT copy the logo from the College Web site, as this produces a very poor quality image because of the relatively low resolution of computer monitors. Logos for use can be downloaded from the intranet or obtained from the office of marketing and communication.

Specific guidelines for use of the logo appear in the following pages, including:

- Use of the Evergreen logo and logotype as separate objects
- Preferred orientation for certain uses
- The amount of space surrounding the logo
- Colors that may be used for the logo and as background
- The minimum and maximum size of the logo
- Location in relation to other logos in a document or item

LOGO ORIENTATIONS

There are two approved formats of the logo: horizontal and vertical.

The horizontal logo is the preferred format. It should be used on stationary items, forms, documentation, and web pages. If use of the horizontal format is impossible because of limited space, contact the office of communication and marketing.



The vertical logo is an option for use when use of the horizontal logo is impossible because of limited space. The vertical orientation is an option in advertisements and on merchandise if the shape of the item or space used would aesthetically benefit from a vertical orientation element.

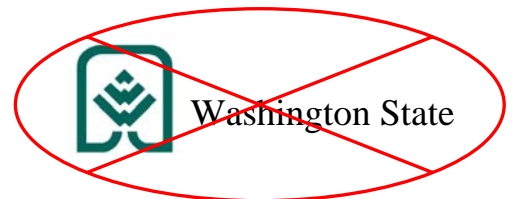


Spacing and alignment of the logo, in either vertical or horizontal format, must always be proportionally exact. Elements of the logo should never be moved or rearranged. The examples above show the approved orientations for the Washington State logo. The logo and logotype should always appear together.

INCORRECT USES OF THE LOGO



INCORRECT USE: separating the logo and logotype, changing proportions and recreating the logo



INCORRECT USE: distorting the logo from the original proportions

INCORRECT USE: recreating/ using incorrect font and deleting Community College

LOGO CLEAR ZONE

A minimum amount of space is required around the logo. No other image or text should cross into the clear zone, indicated below by a dotted line.

A space equal to the height of the words Washington State in the logo must be clear on all sides of the logo in horizontal format.



A space equal to the height of the words Washington State in the logo must be clear on all sides of the logo in vertical format.



COLOR VARIATIONS

The preferred color scheme for Washington State's logo is Washington State green and black on a white background.

The logo may also be printed in one color. On a screened or light color background, black should be used. On dark solid backgrounds the logo also can be reversed, and printed in white.

Two color use: logo mark in Washington State green, logotype in black.



Acceptable one color use: Black only on light background. Washington State green only. White only on solid dark background.

Special applications: Blind embossing or foil stamping of the logo is permissible.

BACKGROUND COLORS AND IMAGES

The logo should never be used against a background that distracts from it. Solid color backgrounds are preferred. Use of image backgrounds are discouraged. The logo should always contrast with the background and avoid areas with distracting patterns or elements.

FONTS

The type styles for “Washington State” are ITC Bookman Bold, upper and lower case. Arial caps are used for the words “Community College”.

Addresses used in conjunction with the logo should be in ITC Bookman, for example, the address and phone number.

Use of ITC Bookman and Arial fonts throughout publications is recommended to promote consistency.

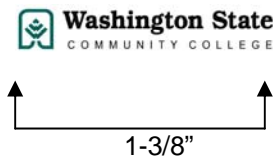
LOGO MINIMUM AND MAXIMUM SIZE

The logo and logotype should be used in appropriate proportion to the rest of the design with which it appears. Making the logo too small diminishes the ability to readily identify the college. A logo rendered too large is like shouting.

The logo and logotype do have minimum allowable sizes. In order to assure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown.

Print items and merchandise minimum size

The minimum allowable width for the logo in horizontal format = 1.375 inches. (1-3/8")



(Actual minimum size OF 1-3/8")

The minimum allowable width for the logo in vertical format = 1 inch. (1")



(Actual minimum width of 1")

These minimum sizes may not be applicable for items that are embroidered or silk screened. For all reproductions the logo must reproduce clearly, if that cannot be accomplished at the stated minimum size with the reproduction type being used, the logo must be enlarged to meet clear concise representation of the image in its entirety without distortion.

Maximum size

The maximum size for use of the logo is determined specific to use. If you are planning to use a copy of the logo in a width greater than 4.5", contact the office of marketing and communication for an appropriately scaled version. **DO NOT** enlarge a copy of a smaller logo to sizes beyond 4.5"

LOCATION AND PLACEMENT OF THE LOGO

All publications, documents and merchandise that are created in conjunction with the College and to be used for external purposes **MUST** contain a copy of the Washington State logo. Most internal publications, documents, and merchandise for use by employees, students and other Washington State audiences, should include the Washington State logo. If in doubt whether the logo is required, contact the office of marketing and communication.

Stationary System:

All stationary items, including letterhead, envelopes, business cards, notecards, notepads, mailing labels, business forms, checks, certificates and diplomas will follow these graphic standards. The office of marketing and communication must approve all stationary items prior to printing. If an external vendor is used to produce an item, approval of proof and vendor must be obtained from the office of marketing and communication before a P.O. will be issued. (see *approval process, page 13*)

Letterhead:

The approved format for standards 8-1/2" x 11" letterhead is illustrated in the APPENDIX A: samples. This format is a change from previous letterhead sheets and shall be instituted as current supplies of the former letterhead are used.

The 3" wide horizontal signature shall be used, aligned 1/2" from the top of page and .4" from left edge.

Preferred paper stock for formal letterhead to be used in all external personal correspondence is:

PRESIDENT'S OFFICE: Strathmore Writing – Laid: 24# Natural White

OTHER LETTERHEAD: Strathmore Writing – Laid, 20# Natural White

All correspondence from any department, unit or program with offices on Washington State's campus shall be prepared on Washington State letterhead.

Letterhead Content Style:

See a sample of these standards in APPENDIX A: samples.

The address shall be aligned flush left with the C in Community and set in 10 pt. ITC Bookman or ITC Bookman LT.

RECOMMENDED MARGINS and FORMAT:

- Left margin for body shall be 1"

- Date shall begin at 2" from top of page
- When possible, the body of correspondence should be typed in either ITC Bookman or Arial font
- All type shall be flush left on the page; do not indent paragraphs and leave a line space between paragraphs

Envelopes:

The approved format for all envelopes is illustrated in APPENDIX A: samples.

The 3" wide horizontal signature shall be used, aligned ½" from the top of page and .4" from left edge. The address shall be aligned flush left with the C in Community and set in 10 pt. ITC Bookman.

The preferred paper stock for formal letterhead envelopes to be used in all external personal correspondence is:

PRESIDENT'S OFFICE: Strathmore Writing – Laid; 24# Natural White

OTHER: Strathmore Writing – Laid, 20# Natural White.

Envelopes of all sizes shall follow the same formats, but may be printed on white stock with logo printed in black.

In lieu of a printed envelope or for envelopes/packages larger than 10" X 13", a pressure-sensitive label may be used that is printed with the logo and address. The address is set in 8 pt. ITC Bookman.

Business Cards:

The approved format for business cards is illustrated in APPENDIX A: samples.

The person's name is set in 8 pt. ITC Bookman Bold with 10.5 leading. Degrees and licensure/certifications are set—in that order—in ITC Bookman 7.5 pt. The title is 7.5 ITC Bookman Italic with 10.5 leading.

All type below the logo is to be set in 7.5 pt. ITC Bookman with 9 pt. leading. The order of information shall be as follows:

Left Column

Address

City, ST, ZIP

Phone: 740.374.8716, Ext. xxxx

Right Column

e-mail address

Phone extension or direct phone, aligned with left "phone" line

Cell phone (If applicable)

Fax (if applicable)

The logo is to be printed in color; all other print is to be black.

The preferred paper stock is Strathmore Cover laid; 80# Natural White.

Note cards and other stationary items:

Note pads, note cards, internal correspondence paper and other stationary items using the Washington State logo shall be approved on an as-needed basis. Contact the office of marketing and communication if you wish to have note cards, note pads, routing slips or other stationary items printed.

Fax cover sheets:

The stationary system includes an 8.5" x 11" fax cover memo. The cover sheet utilizes the Washington State logo, printed in black on white paper. The cover sheet is illustrated in the section titled examples. It can be downloaded from the Washington State intranet. **ALL FAX TRANSMISSIONS SHOULD BE SENT USING THE OFFICIAL COVER SHEET.** Department name can be added as noted in the APPENDIX copy.

Forms:

All forms used by Washington State should follow one of two header formats, as illustrated in APPENDIX A: samples. All forms shall carry the horizontal signature in the upper left corner. The name of the form shall appear directly beneath the signature, aligned flush left with the C in Community or to the right of the logo, as illustrated in APPENDIX A.

An electronic copy of any newly created forms must be sent to the office of marketing and communication for approval prior to being used. All forms will be available on the intranet and copies should be printed from that source.

All forms will include the following information, preferably in the lower left corner of the first page of the form.

Rev. xx/xxxx (i.e. 11/2006)

OPR: Office responsible for updates to the form (i.e. OPR: marketing and communication—OPR stands for office of primary responsibility)

Certificates:

Certificate formats shall be issued by the office of marketing and communication, only. No office or unit shall create certificates. In cases where an office or department is the primary office of responsibility for a specific certificate, such as president's list or diploma, that office shall work in conjunction with the office of marketing and communication to assure consistency.

Illustrations of certificates are contained in APPENDIX A: samples.

Publications:

The logo shall be included on every publication—newsletters, brochures, fliers, folders, etc.--produced by any department or program in the college, including grant-funded programs, consortium's and partnerships.

As a graphic element, the logo should be part of the overall design of a page. The preferred location for the logo used on publications is the upper or lower portion of the publication's cover. Using the logo as the center graphic element is not recommended. Only the official college logo can be used and it must be used in its entirety and without distortion.

Rule of thumb guidelines for size:

Tri-fold publication logo should be about 2-1/2" wide

8-1/2" x 11" sheet logo should be no more than 3-1/2" wide

11" x 17" poster logo should be no more than 4.5" wide

If the publication is created with a mail panel, the horizontal logo should appear in the upper left corner of the panel with the college return address below, as shown in the section on address and text blocks.

Other Documents:

The logo shall be included on all documents produced by any department or program in the college, including grant-funded programs, consortiums and partnerships, to be used externally or interdepartmentally within the college. The horizontal logo placed in the upper left corner is the preferred identification for all documents within the college. Preferred size is two (2) inches wide, flush left and top with the document margins.

The exception to this requirement is documents prepared on letterhead or pre-printed items.

Merchandise:

The full logo must appear on all merchandise purchased for distribution in conjunction with the College, with the exception of some merchandise purchased by grant-funded programs. Merchandise purchased by grant-funded programs should include the Washington State logo unless space limitations prohibit the placement of both the Washington State logo and the Program information.

Placement of the logo will be determined on a case-by-case basis with approval by the office of marketing and communication. Approval to order merchandise without the logo, due to space limitations, must be obtained through the office of marketing and communication and will be granted only in rare exceptions.

Prior to ordering any merchandise with the logo, a proof of the design and placement, along with a description or image of the item to be ordered, shall be submitted to the office of marketing and communication.

A job number shall be issued to each submission, including date received for review, and written approval will be provided if the proposed use is appropriate and follows identity standards. The job number **MUST** be included on the requisition before a purchase order will be issued for the item(s).

The office of marketing and communication shall hold the right and responsibility for assuring that all merchandise is appropriate to represent the college's image and values. Certain items, such as shot glasses, shall not be approved to carry the college logo. The office of marketing and communication will work with the submitter to assure that use is appropriate and adheres to graphic standards. Changes to a design or purchase plan may cause delays, so departments purchasing logo merchandise are advised to include the office of marketing and communication in the early stages of choosing merchandise and design.

College address and text blocks

When the logo is used with an address block, placement of the address should be aligned according to the format of the logo. The distance between the logo and the text block/address should be equal to the height of the words Washington State.

HORIZONTAL LOGO: the address should align flush left with the letter “C” in Community. Text should not extend further than a logo width beyond the right side of the signature; if text is longer, it should wrap to another line.



710 Colegate Drive
Marietta, OH 45750

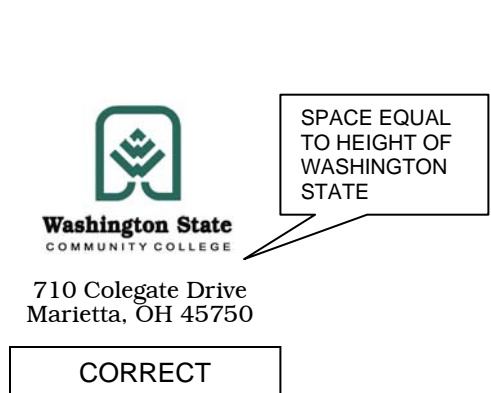
CORRECT



710 Colegate Drive, Marietta, OH 45750


INCORRECT

VERTICAL LOGO: the address should be center aligned with the words Community College, unless a rule is used between the logo and the text block. Text should not extend further than a logo width beyond either side of the logo, if text is longer, it should wrap to another line.



710 Colegate Drive
Marietta, OH 45750

CORRECT



710 Colegate Drive, Marietta, OH 45750

CORRECT

College Web address and phone number

Nearly all communications for external distribution, including merchandise when feasible, should include the College Web address: www.wscc.edu.

When space permits, an appropriate College phone number should be included, for example, a recruiting publication or merchandise should include the phone number for admissions, one for Workforce Development should include the CBT phone number.

The preferred way to include this information is:

LEARN MORE: www.wscc.edu, 740.111.1111

APPROVAL PROCESS FOR GRAPHIC IDENTITY ITEMS

All materials using components of the Washington State identity system must be approved by the office of marketing and communication.

- If using on-campus services for printing (e.g. mailroom, department printer) items requiring identity system components, the project must be reviewed prior to printing by the office of marketing and communication to assure compliance with the identity standards.
- If you are using pre-printed blanks, such as letterhead or masthead sheets, the approval process is waived; however, three copies of the printed item shall be forwarded to the office of marketing and communication for record-keeping. THIS INCLUDES ALL POSTCARDS, FLIERS, BROCHURES, POSTERS, ETC.

Projects for which the services of an off-campus vendor are used must be reviewed by the office of marketing and communication prior to placing the order to assure compliance with identity standards.

For approval, the following must be supplied to the office of marketing and communication:

- A hard copy print (preferred) or a PDF version of the design
- Vendor name (internal or external) if using external vendor
- Number of items to be produced and method (e.g. color laser printer, b&w printer, b&w copier, embroidery, silkscreen)

A job number shall be issued to each submission, including date received for review, and written approval will be provided if the proposed use is appropriate and follows identity standards. The job number **MUST** be included on the requisition before a purchase order will be issued for the item(s).

STATEMENTS TO BE INCLUDED IN PUBLICATIONS

Certain statements or information should appear in all publications issued by the college.

Statement of nondiscrimination

All publications produced by the College should include the official nondiscrimination statement of Washington State Community College.

Washington State Community College is an affirmative action, equal employment institution.

Board of Trustees

The following information should appear on large-circulation publications, such as newsletters, schedules, catalogs, etc.

Dr. Charlotte Hatfield, President

BOARD OF TRUSTEES

Mike Iaderosa, Chair
E. Jean Glenn, Vice Chair
Wen-yu Cheng, Ph.D.
Harry M. Cogswell
John F. Greacen
John R. Hendricks
Patricia (Sue) Marvin
Clifford (Mike) Oliver
Larry J. Unroe

USE OF THE LOGO ON WEB PAGES

All Web pages, unless specifically excluded herein, residing on the wsccl.edu domain will carry the horizontal version of the logo in the upper left corner at a uniform width of 175 pixels. The color version of the logo will be used on web pages with a link to the Washington State home page at www.wsccl.edu. To add the logo to a Web page, add the following HTML code in the page file. DO NOT insert an image of the logo; the logo must appear as a result of the server link.

```
<a href="http://www.wsccl.edu">
```

The Washington State logo, or elements of the logo cannot be used as a background or watermark.

Exclusions to this requirement will be limited to:

- 1) pages using the wsccl.edu domain that are not directly associated with the college's academic and service mission or activities. At least one page in the excluded site will link to the wsccl.edu home page.
- 2) Personal pages created or maintained by faculty for use exclusively in conducting course-related communication. Each such page will include a link to the wsccl.edu home page.

Required Disclaimers

Certain pages require the addition of disclaimers, per the college's policy on computing and network use (Chapter 12).

Pages excluded in #1, above, shall include the following disclaimer, exactly as written:

"The views and opinions expressed in this page are strictly those of the page author. The contents of this page have not been reviewed or approved by Washington State Community College."

Pages excluded in #2, above, shall include the following disclaimer, exactly as written:

"Washington State Community College accepts no responsibility for the content of pages linked to the college's official website. The views and opinions expressed in personal pages are strictly those of the pages' authors, and comments on the contents of those pages should be directed to the page authors."

Any change to College policy and procedure shall take precedence over disclaimer requirements stated in these graphic standards. For more information regarding disclaimers, refer to the policy and procedures of the College.

The office of marketing and communication or computer support services reserve the right to discontinue hosting any Web page on the wsccl.edu domain that does not comply with stated standards and policy.

MARKETING AND PUBLICATIONS STYLEBOOK

In an effort to communicate consistently in Washington State publications and other marketing materials, the office of marketing and communication has created this stylebook covering frequently used terms. In addition to this stylebook, the department has adopted the following references as supporting materials:

- The Associated Press Stylebook
- Webster's New Word Dictionary or Webster's Collegiate Dictionary.

-A-

a lot. There is no such word. A lot of people think it is one word, but it is always two words.

abbreviations. Avoid abbreviations in running text, except when part of names, street addresses, courtesy titles or academic degrees. The Department of Family Studies, not the Dept. of Family Studies

academic degrees. Capitalize when spelled out: Associate of Arts, Associate of Applied Science, Associate of Science. Use an apostrophe and lowercase in the short form: associate's degree, bachelor's degree.

When abbreviating academic degrees, use periods and no spaces in the abbreviation: A.A., B.S., M.A. Use commas to set off degree designations in running copy: Joe Brown, Ph.D., is a professor.

academic majors. Do not capitalize majors, programs, specializations or concentrations of study. Exception: proper nouns within a name should be capitalized, English or French.

academic sessions. Lowercase quarters, such as spring quarter, summer or fall quarter.

academic titles. Capitalize and spell out formal titles such as professor or associate dean ONLY when they precede a name; lowercase elsewhere: Dean Robert Brown; Fred Black, dean and department chair.

Preferred college style is to avoid using courtesy titles —Ms., Mr.—in most publications. Courtesy titles may be used in formal invitations or ceremonial writing.

acronyms. When using college names, titles, or any items that may be unfamiliar to the reader, spell out the name in full on first reference. If the name will be used in subsequent reference, include the acronym in parentheses after the first reference. The acronym may be used on subsequent references. When using an unfamiliar acronym in subsequent references, include the acronym in parentheses after the first reference, such as Women's Research Institute (WRI). However, include the acronym only when it is used elsewhere in the text.

Do not use WSCC as an acronym for Washington State Community College. When using a shortened version, Washington State.

adviser. NOT advisor.

addresses. Use the abbreviations Ave., Blvd., Rd., St., and Dr., etc., only with a numbered address: 2212 10th St.; 202 N. Clifton Ave. Spell out and capitalize when they are part of a formal street name without a number: Putnam Street. Lowercase and spell out when they are used alone or with more than one street name: Seventh and Putnam streets. Always use figures for an address number, 9 Morningside Circle. Spell out and capitalize First through Ninth when they are used as street names; use figures with two letters for 10th and above: 2301 Ninth St.; 4200 21st Ave.

adjunct. An *adjunct professor* has a temporary faculty appointment. Lowercase.

Affect/affect. As a verb, affect means to influence. Example: "His absences will affect his grade." As a verb, effect means to cause. Example: "He will effect many changes in the curriculum." As a noun, effect

means result. Example: "He miscalculated the effect of his actions."

ages. Always use numerals: a 1-year-old child, but the child is 1 year old. The student, 19, has a brother. The student is in his 20s. (No apostrophe).

alumna, alumnae, alumnus, alumni, alum.
 alumna--singular, female only.
 alumnae--plural, women only.
 alumnus--singular, male only.
 alumni--plural, a group of men and women.
 alum--OK in informal usage.

a.m., p.m.. Always lowercase, with periods.

ampersand (&). Do not use in text unless part of an official title.

annual. An event does not become annual until at least the second observance.

-B-

Baccalaureate. Use the less formal bachelor's degree, or bachelor's, unless formal occasion documents, such as commencement program.

bimonthly/biweekly/biannually. Bimonthly means every other month; semimonthly means two times a month. Biweekly means two times a week; semiweekly means every other week. Biannually mean every other year; semiannually means two times a year.

black. Acceptable in all references, the term "black" is lowercase. The term "African American" is used when requested. This word is not synonymous with black. It is to be used for American people of African descent. Don't hyphenate African American unless used as an adjective. Example: African-American voters tend to vote democratic.

Board of Trustees. Uppercase when used as a phrase, but lowercase the board or trustees. Nine people comprise the Washington State Community College Board of Trustees.

building names. The buildings on the Washington State campus should be referred to as:
 Main Building
 Arts & Sciences Center (use &, not "and")
 Center for Business and Technology (not &)
 Carson K. Miller Library
 Evergreen Child Development Center or simply
 Child Development Center (not childcare center or daycare center)

-C-

capitalization. Academic writing has a tendency to overcapitalize. USE CAPITALIZATION SPARINGLY.

Capitalize formal or official names of buildings, schools, divisions, and colleges: Arts & Sciences Center, Washington State, Business Technologies. Do not capitalize offices, departments or committees: office of marketing and communication, records office, curriculum committee.

Capitalize names of celebrations: Young Engineers and Scientists Day, Spring Break.

Do not capitalize seasons, semesters or academic periods: fall 2006, summer session, orientation, finals week.

Capitalize official course titles: Intro to Communication,

Do not capitalize general references to courses (unless language), program names, professions, personal titles: literature, liberal arts transfer, English, Spanish, respiratory therapist, director of human resources (unless used before the individual's name)—President Charlotte Hatfield, but Charlotte Hatfield, president.

catalog. This is the preferred spelling, not catalogue.

centers. Capitalize when using entire formal name: Center for Business and Technology and Evergreen Child Development Center. Lowercase when used as reference only: the center offers a variety of services.

chair. Not chairman, chairwoman, or chairperson. Capitalize before a name: Chair Cathy Wilson, but Cathy Wilson, chair.

city. Capitalize when referring to the official title of city government: City of Marietta. Lowercase when used in reference: the city awarded funds to the college.

co- Retain the hyphen when forming nouns, adjectives, and verbs that indicate occupation or status: co-chair, co-author. Use no hyphen in other combinations: coeducation, coexist.

childcare. One word. Do not use daycare when referring to the Evergreen Child Development Center.

college. Capitalize on second reference when

referring to Washington State Community College: the College will award 300 degrees at commencement.

comma. Do not use a comma before “and” in a series: one, two and three. (Unless the sentence would be confusing without the comma)

core curriculum. Do not capitalize or put in quotes.

course titles. Capitalize when using a formal name. Lowercase when using the generic term. She signed up for History of Ohio to learn Ohio history. She also signed up for General Botany because she was majoring in botany.

course work. Two words

credit hours. Always use numerals to refer to credit hours: 3 credit hours.

courtesy titles. Avoid using such titles as Mr., Mrs., Miss, Ms. However, Dr. is acceptable (see Dr.).

-D-

dates. Always use Arabic figures, without st, nd, rd or th. Set off day and year with commas: He was born May 25, 1950, in Marietta. Commencement will be held on June 9.

days of the week. Do not abbreviate days of the week unless necessary for a tabular format.

dean’s list. Lower case.

department. The word department is never abbreviated.

disabled, handicapped, impaired. In general, do not describe an individual as disabled or handicapped unless it is clearly pertinent to a story. When such words are used, never use them as modifiers before the noun.

- RIGHT: The person with disabilities was speaking.
- WRONG: The disabled person was speaking.

division. Washington State has 6 instructional divisions:

- Arts & Sciences
- Business Technologies
- Engineering and Industrial Technologies
- Health Sciences
- Public Services

- Workforce Development

Dr. When writing for a general audience (press releases, newspapers, external non-academic publications), use this abbreviation *ONLY* as a formal title for a person who has a doctor of medicine, dental science or veterinary medicine degree. For all others, use *Ph.D.* or the appropriate degree abbreviation. This is an effort to avoid confusion in a general population that associates “Dr.” with hospitals more than academics.

-E-

e-mail. Hyphenate, with a lowercase “e”: She uses e-mail.

-F-

faculty. When used as a collective noun, *faculty* takes a singular verb form: The faculty at Washington State listens to students.

fax. *Fax* is short for *facsimile*; don't capitalize. She receive a fax.

fiscal year. Washington State’s fiscal year runs July 1 through June 31 and carries the numerical designation of the latter year, i.e., July 1, 2006, through June 30, 2007, constitutes FY07.

flier. NOT flyer when referring to a handbill.

fund raising (n.), fund-raising (adj.), fund-raiser (n.) The vice president was in charge of fund raising. Fund-raising activities include bake sales. A fund-raiser was held.

full time/full-time. Hyphenate as a compound modifier. He is a full-time professor who works in the laboratory full time.

-G-

G.E.D. Refers to the general educational development test, the examination to provide academic certification to those who did not complete high school. Capitalize and use periods.

grades. Use a capital letter when you refer to a grade. When pluralizing, use an apostrophe before the s: A's. Use without quote marks: a C is required for credit, not a "C" is required for credit.

g.p.a. Refers to grade point average. Lowercase with periods.

-H-

healthcare. One word.

held. Usually redundant. The meeting will be at 3 p.m. Monday, not "The meeting will be held at 3 p.m. Monday."

hyphen. Hyphens are joiners. Use them sparingly to avoid ambiguity or to form a single idea from two or more words. It is best to check the dictionary before using hyphenation.

- Avoiding ambiguity: The president will speak to small-business men.
- Compound modifiers: "A first-quarter touchdown." But "He scored a touchdown in the first quarter."

-I-

ID. Identification. Do not use periods.

Internet. Capitalize.

italics. Use to identify titles of publications. Use quotation marks to identify titles of articles, chapters, presentations, songs.

-J-

-K-

-L-

legislative titles. Use Rep., Reps., Sen. and Sens. as formal titles before one or more names in text. Spell out and lowercase representative and senator in other uses.

legislature. Capitalize when preceded by the name of a state: the Ohio Legislature. Retain

capitalization when the state name is dropped but the reference is specifically to that state's legislature. Lowercase legislature when used generically: No legislature has approved that amendment.

lifelong. One word, no hyphen.

-M-

magazines. Italicize magazine titles and use quotation marks around magazine articles.

midnight. Do not put a 12 in front of it. See time.

money.

- Use the dollar sign: \$10, \$1,000, \$90,000 (not \$90 thousand)
- Use exact figures up to \$1 million. On figures more than \$1 million, use: \$1 million, \$2.7 million, \$6.28 billion
- Round off, unless an exact figure is required. \$9,853,159 can usually become \$9.85 million on first reference.
- With ranges of amounts, don't drop designators such as million.
RIGHT: \$8 million to \$10 million
WRONG: \$8 to \$10 million
- Because you already have the word dollar "built into" the dollar sign, don't repeat the word "dollars."
RIGHT: \$2.3 million
WRONG: \$2.3 million dollars

-N-

names. On first reference, use the person's full name first, last name, and title. On second reference, use only the last name, without title. Do not use courtesy titles on second reference: Not Ms. Smith.

nationalities and races. Capitalize African-American, American Indian, Asian, Pacific Islander, and Hispanic. Lowercase black and white.

No. Use as the abbreviation for number in conjunction with a figure to indicate position or rank: No. 1 man, No. 3 choice.

noon. Do not put a 12 in front of it. See time.

numerals. Spell out whole numerals below 10; use figures for 10 and above. For ordinals, spell out first through ninth and use figures

for 10th and above.

-O-

OK, OK'd, OK'ing, OKs. Do not use okay.

on campus, off campus. Use two words, without a hyphen, unless used as an adjective before a noun: Jill works off campus. Jill has an off-campus job.

OnCampus. Name of the faculty/staff newsletter at Washington State; no space. Names of publications are italicized.

online. One word, no hyphen.

orient. NOT orientate.

-P-

part time/part-time. Hyphenate as a compound modifier. She works part time. He is a part time employee.

percent. Always spell out; do not use the symbol (%). When showing a range of percentages use the word with both numerals. For example, between 5 percent and 10 percent.

prior to. "Before" is the preferred style.

-Q-

quarter. Lowercase, such as fall quarter, spring quarter, summer quarter, winter quarter.

quotation marks -

- Use quotation marks around titles of articles, magazines, movies, book chapters, etc.
- Do not use when describing grades.

-R-

rooms. Certain rooms on the College campus has proper name that should be used in reference. These names are capitalized: Board Room, Community Room, Graham Auditorium.

-S-

school districts. Spell out the full name on first

reference. For example, Frontier Local School District, Marietta City Schools. When referring to more than one school district, use lowercase: Wolf Creek and Fort Frye school districts.

seasons. Do not capitalize winter, spring, summer, or fall unless it is part of a formal name: Winter Olympics.

session. Periods that mark the beginning and end of a class. For example, 10-week sessions.

sexism. When possible, avoid the problem caused by gender-specific references by pluralizing the reference or eliminating the pronoun: Students may check their records, instead of a student may check his record.

state names. Spell out the names of the 50 states when they stand alone in textual material. Any state name may be condensed, however, to fit typographical requirements for tabular material.

-T-

teacher. Preferred college style is to use the term faculty, instructor or, if applicable, professor.

telephone numbers. Use periods to separate parts of a phone number 512.555.5555, ext. 1111 Precede extensions at a local number with ext.

time. Use figures: 11 a.m.; 3:30 p.m., except for noon and midnight. Omit :00 following the hour. Use periods after a.m. and p.m. except use midnight instead of 12 a.m. and noon instead of 12 p.m.

titles. Italicize the names of magazines, books, and manuals. Use quote marks around magazine article headlines and other report titles.

toward. no "s" at the end

trustee. Capitalize when used as a title preceding a name: Trustee John Grecaen. Lowercase in all other uses: John Grecaen is a trustee of the college.

-U-

United States. Spell out the name of the country when it stands alone; use U.S. when it is a modifier: U.S. Air Force.

URL. Capitalize and use without periods when referring to a Universal Resource Locator, the computer address of a World Wide Web page.

-V-

vice. Use two words: vice chair, vice president.

videoconferencing. One word. A video communications session among several people that are geographically separated.

-W-

Washington State. Use the full name, Washington State Community College, on first use. Thereafter, use Washington State. DO NOT use WSCC in a document as it is too easily confused with WCCC, the Career Center.

Web. AP style requires the use of a capital letter when referring to the World Wide Web: Web site, the Web, Web page.

Web addresses. Eliminate all extraneous portions of address, such as `http://` and, often `index.htm` and forward slash at end of url.
Right: *www.wsc.edu/foundation*
Wrong: *http:// www.wsc.edu/foundation/index.asp*

wide. No hyphen: campuswide, citywide, collegewide, countrywide, statewide, worldwide

workforce, workplace. Both one word.

-X-

X-ray. The radiological term takes a capital X.

-Y-

-Z-

ZIP codes. Use all-caps ZIP, but always lowercase the word code.

APPENDIX:
SAMPLE DOCUMENTS